



DOWNTOWN KNOXVILLE  
WAYFINDING AND SIGNAGE PROGRAM  
**WAYFINDING ANALYSIS**  
**11 September 2009**

City of Knoxville  
Knoxville, Tennessee

merje



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# TABLE OF CONTENTS

- Section 1      Strategy**
  - 1.1      Introduction
  - 1.2      Objectives & Philosophy
  - 1.3      Project Approval Process
  - 1.4      Criteria for Inclusion
  - 1.7      Management & Maintenance
  - 1.8      Visual Clutter
  - 1.9      Urban Conditions & Accessibility
  
- Section 2      Wayfinding Analysis**
  - 2.1      Terminologies
  - 2.2      Information Hierarchy
  - 2.3      Arrival and Gateways
  - 2.4      Gateway Locations
  - 2.5      Departure
  - 2.6      Vehicular Circulation
  - 2.7      Pedestrian/Bicycle Circulation
  - 2.8      Neighborhoods
  - 2.9      Districts / Destinations
  - 2.10      Parking
  - 2.11      Connections
  - 2.12      Information Hubs
  - 2.13      Generic Menu of Sign Types
  
- Section 3      Schematic Design**
  - 3.1      Design Theme Boards
  - 3.2      Option A
  - 3.3      Option B
  - 3.4      Option C

## **SECTION 1: STRATEGY**

# INTRODUCTION



The City of Knoxville has commissioned the design team of MERJE and Gannett Fleming to develop a downtown wayfinding program.

The project is a comprehensive wayfinding program in downtown Knoxville. The program will cover the downtown area between Depot Ave./railroad tracks and the Tennessee River to the north and south and Hall of Fame Drive and 11th Street to the east and west. This study will focus on a scope of work that includes a wayfinding analysis and the design and planning of gateways, vehicular directional, downtown trailblazers, parking lot trailblazer and identification and pedestrian signage.

A Steering Committee and Stakeholder group was established. Participants include representatives from the City of Knoxville staff, Metropolitan Planning Commission, Knoxville Tourism and Sports Corporation, Central Business Improvement District, East Tennessee Community Design Center, Knoxville Area Transit, community stakeholders and local destinations.

Wayfinding issues include the review of highway terminology and sequencing, downtown gateways, districts, vehicular routing, parking and pedestrian connections.

Design criteria include: design should be unique to Downtown Knoxville, but flexible enough to be adopted citywide; accessibility should be considered in the placement of signs, presentation of information as well as identifying accessible routes; the system should include temporary event signage.

The following document further outlines the issues and recommendations developed thus far. The document is an analysis of initial findings and recommendations and forms a basis from which the design process will continue to evolve.

# OBJECTIVES AND PHILOSOPHY



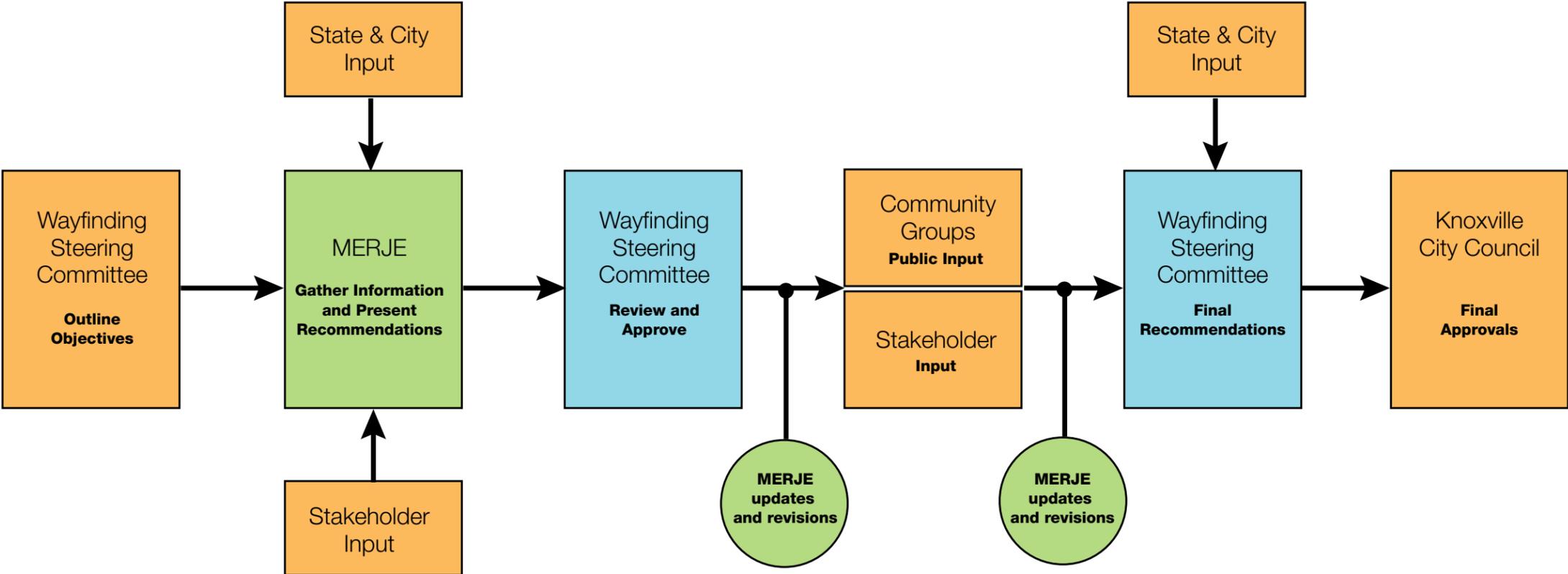
**OBJECTIVES:**

- To establish a comprehensive and consistent wayfinding program for Downtown Knoxville.
- To help direct visitors to downtown from Knoxville’s major arteries as well as ease their wayfinding within the downtown core.
- To enhance the success and market potential for arts, entertainment, historical, and economic growth.
- The system should anticipate the continued evolution of Downtown, expansion of the program beyond the Downtown area, including traffic pattern changes, the addition of new tourist attractions, the opening of the Transit Center, and increased pedestrian traffic.

**PHILOSOPHY:**

- Create an Identity.
  - Provide visitors and residents with a sense of place.
  - First impressions—Knoxville is well planned, organized, safe and caring.
  - Image is a culmination of the history, natural landscape, energy and vibrant spirit that makes Downtown Knoxville a welcoming and lively destination.
- Market the Assets of Downtown Knoxville.
  - Enable visitors to discover the unique aspects of the city.
  - Signs give validation that a destination is worth visiting.
  - Encourage pedestrian circulation and use of parking facilities.
- Build Relationships.
  - Teamwork among the participants to reach the goal.
  - Build consensus to aid the approval process.
  - Address the different criteria presented by each destination.

PROJECT APPROVAL PROCESS



# SAMPLE CRITERIA FOR INCLUSION

Because the wayfinding program can not accommodate all businesses and destinations that would like to be a part of the system, an objective set of destination inclusion criteria has been developed.

## STEP 1 | Eligible Categories

Destination must fall under one of the following categories and meet the criteria established for this system. If a destination fails to meet these requirements, they cannot be considered for inclusion in the sign program.

### Commercial Attractions

**Amusement Facility:** A permanent facility that may include structures and building, where there are multiple devices for entertainment, such as rides, booths for the conduct of games, or sale of items, buildings for shows and entertainment, and restaurants and souvenir sales. The facility must be open a minimum of 5 months out of the year.

**Arboreta, Botanical Gardens and Nature Centers:** A place where plants, trees, and other vegetation are kept. Must have facilities, that are open to the General Public.

**Breweries:** A licensed site which shall be open to the General Public for tours, tasting and sales, a minimum of 1,500 hours per year, and provide an educational format for informing visitors about beer and beer processing.

**Unique Natural Areas:** A naturally occurring area or site of interest to the General Public. May include caverns, waterfalls, caves, or special rock formations.

**Commerce Park:** A group of commercial manufacturing facilities, at least 25 acres in size, recognized and signed as a commerce park by the local authorities.

**Farmers Market:** A stationary retail sales establishment operated by one or more farmers for the purpose of selling farm and food products directly to consumers. Operations by which the consumer harvests their own farm or food products shall be considered roadside farm markets. Farmers markets shall be open at least two days per week throughout the harvest season or year.

**Specialty Shopping Areas:** A group of 30 or more specialty shops (antique, craft, outlet, farmers' market, etc.) or retail stores with ample parking facilities. Specialty shops must offer goods or services of unique interest to tourists, and which derives the major portion of its income during the normal business season from motorists that do not reside in the immediate area. The goods or services shall be readily available to tourists, without the need for scheduling appointments or return trips.

**Zoos, Zoological Gardens, Animal Parks and Aquariums:** A place where animals, reptiles or fish are kept, often-in combination of indoors and outdoors spaces. Must have facilities, that are open to the General Public.

### Community

**Districts:** A relatively large urban area with defined boundaries that share a common physical, ethnic, cultural or political character.

**Urban Neighborhoods\*:** A residential community, that is organized in a formal association that meets a minimum of 4 times a year. Private developments are not eligible.

\* Urban Neighborhoods receive only an Arrival Identification signs, directional signage is not provided.

### Cultural/Institutional

**Arenas, Stadiums, Auditoriums and Convention Centers:** Includes stadiums, auditoriums and civic or convention centers.

**Business District:** An area within a city or borough which is officially designated as a business district by the local officials.

**Colleges or Universities:** An educational institution that is nationally accredited and grants degrees.

**Courthouses/Government Buildings:** A public building, structure, or complex used by a Federal, County, State or municipal government for the purpose of convening official legal activities.

**Fairgrounds:** Includes county and state fairgrounds.

**Institutions:** A health care center operated by a County, State, or Federal government.

**Libraries:** A repository for literary and artistic materials, such as books, periodicals, newspapers, recordings, films, and electronic media, kept and systemically arranged for use and reference.

**Museums:** A facility in which works of artistic, historical, or scientific value are cared for and exhibited to the General Public.

**Observatories:** A facility designed and equipped to observe astronomical, meteorological or other natural phenomena.

**Religious Sites:** A shrine, grotto or similar type site, which is of a unique religious nature. The facility must have a minimum average of 20 visitors per day on the busiest day of the week.

**Schools:** Any facility for the performing arts, exhibits, or concerts, which has a minimum occupancy capacity of 150 people.

**Theaters, Performing Arts Centers, and Concert Halls:** For the performing arts, exhibits, or concerts, which has a minimum occupancy capacity of over 350 people.

### Historical/Architectural

**Historic Site:** A structure or place of historical, archaeological or architectural significance listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the State Historical and Museum Commission (HMC), or a County Historical Commission or Agency. The site must be accessible to the General Public and provide a place where visitors can obtain information about the historic site.

Historic Sites may include the following types, provided they meet the above criteria:

- Encampments and Battlefields
- Forts
- Houses
- Commercial buildings
- Farms, farmsteads and barns
- Religious sites, places of worship, cemeteries and monuments
- Mills and factories
- Furnaces
- Coal mines and coke ovens

# SAMPLE CRITERIA FOR INCLUSION

## STEP 1 (cont.)

- Bridges
- Tollhouses
- Canals
- Railroad Stations
- Cemeteries

**Historic District:** A district or zone listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the State Historical and Museum Commission, or County Historical Commission or Agency. Historic districts shall provide the General Public with a single, central location such as a self-service kiosk or welcome center, where visitors can obtain information concerning the historic district.

Historic Districts may include the following:

- Historic residential streets
- Shopping streets and districts
- Courthouses and public buildings
- Railroad line
- Canal

### Recreational

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**Boat Launches/Marinas:** A public facility for the launching of boats and parking of motor vehicles and trailers.

**Campgrounds:** A facility with continuous operation for at least 6 months per year and a minimum of 20 overnight sites. An attendant shall be available during the hours of operations and rest rooms with showers, running water and flush toilets shall be available. A public telephone also shall be available on the site or within 500 feet of the property. Accommodations sold on annual or time-sharing basis or otherwise not available for General Public use will not be counted toward the minimum requirements.

**Golf Courses:** A facility open to the public and offering at least nine (9) holes of play. Miniature golf courses, driving ranges, chip and putt courses, and indoor golf shall not be eligible.

**Hiking and Biking Trails/Routes and Greenways:** Areas designated for hiking, biking, walking, etc. which are publicly accessible, and owned and maintained by either the Local or County government or the State Department of Conservation and Natural Resources, or

non-profit organizations. Signs will only be installed at locations that direct the motorist to an established trailhead with parking facilities.

**Equestrian Centers/Horseback Riding Areas:** Areas designated for horseback/pony back riding for the General Public.

**National, State, Regional Parks and Forests:** An area so designated and under the jurisdiction of the State Department of Conservation and Natural Resources, State Historical and Museum Commission, National Park Service, and U.S. Department of the Interior, County Government, or non-profit organization with facilities open to the General Public.

**Parks, Public Squares and Recreational Facilities:** Any area designated by the City or County as a public park, square, recreation center or golf course.

**Sports Facilities:** Regional (multi-jurisdictional) facilities such as minor league and little league baseball fields, and school recreational fields.

### Tourist Services

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**Hospitals:** An institution providing primary health services and medical or surgical care to persons, primary inpatients, suffering from illness, disease, injury, deformity and other abnormal physical or mental conditions. The facility must have 24-hour emergency care with a doctor on duty at all times.

**Resorts:** A facility with at least 75 rooms where the primary attraction is generally recreational features and activities that are the main focal point of a vacation.

**Scenic Overlooks:** An area, usually at the side of the road, where persons can observe a scenic area such as significant geology, unique botanical resources, or across expanses of land such as farmlands, woodlands, or across mountaintops or ridges.

**Visitor Information Centers:** A facility where the primary purpose of its operation is to provide information and tourist supportive services. Must be approved by the State Department of Community and Economic Development.

### Transportation

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**Airports:** A public use facility licensed by the State Department of Transportation for landing and takeoff of aircraft, and for receiving and discharging passengers and cargo.

**Heritage Roads, Historic Routes and Trails:** A road, trail, or route designated by the State Department of Conservation and Natural Resources (DCNR), United States Department of the Interior, or other Federal agency as being part of a national or state recognized historic or heritage park/trail system.

**Parking Lots, Garages & Decks:** A parking structure or lot which provides a minimum of 100 spaces for public parking. These include all Government or privately owned facilities.

**Railroad/Riverboat Trips:** Scenic or historic railroad/boat trips recognized by the local Chamber of Commerce, the regional Tourist promotion Agency, Tennessee Department of Environment and Conservation (TDEC), or State Historic Museum Commission.

**Transit Centers and Railroad/Bus Stations:** A passenger terminal utilized for discharging and picking up passengers and ticketing.

SAMPLE CRITERIA FOR INCLUSION

STEP 2

Sample Criteria Ranking Form

1. Size of Attraction

An attraction should report the total number of full time employees or full-time equivalent for part-time employees, during the Attraction's peak season. For example, an employee who works 50 percent of a normal full time employee than that employee should be counted as 0.5. Non-profit Attractions can count volunteer staff, using the same method of equivalent calculation.

Number of Full Time Employee Equivalents

- 101+ (25 points)
51-100 (20 points)
11-50 (15 points)
<10 (10 points)

Score [ ]

2. Adequate Road System

- Paved Access Road/Entrance with clearly visible entrance signing (10 points)
Unpaved Access/Road Entrance with clearly visible entrance signing (5 points)
Unclear Entrance with sign not clearly visible within 200 feet of entrance (0 points)

Score [ ]

3. Adequate Parking Facilities

- Sufficient parking based on the Institute of Transportation Engineers Parking Generation, 2004, for the acceptable ratio of Attraction attendance capacity and parking spaces on a paved area. (15 points)
Sufficient parking based on the Institute of Transportation Engineers Parking Generation, 2004, for the acceptable ratio of Attraction attendance capacity and parking spaces on an unpaved area. (10 points)
Legal on street parking or parking in municipal lots or garages within 1/4 mile of Attraction. (10 points)
Insufficient parking on Attraction property based on the Institute of Transportation Engineers Parking Generation, 2004, for the acceptable ratio of Attraction attendance capacity and parking spaces. (5 points)

- No parking (0 points)

Score [ ]

4. Seasonal Operation

- Open 12 months per year (20 points)
Open at least 6 months per year (15 points)
Open less than 6 months per year (5 points)

Score [ ]

5. Hours of Operation

- Open 56 or more hours per week. (20 points)
Open between 40 and 56 hours per week (15 points)
Open less than 40 hours per week (10 points)

Score [ ]

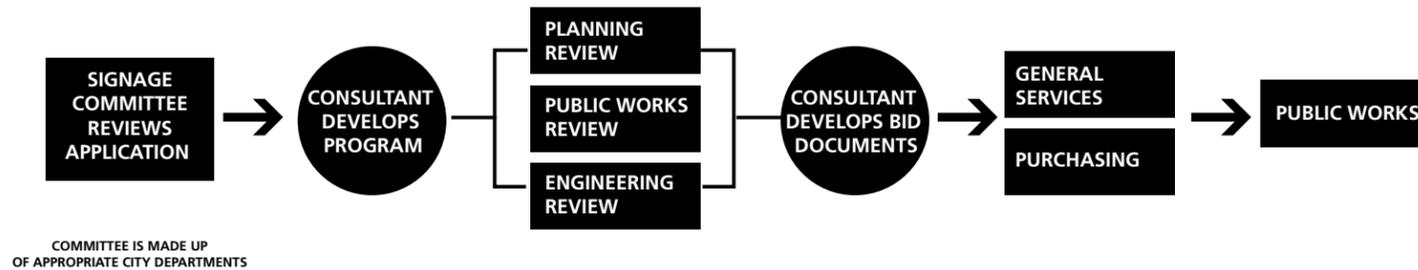
6. Attraction of Regional Significance as Identified by Stakeholders

- National Recognition: Destination has a very high level of recognition among the general public across the United States, where little explanation is needed prior to arriving to the region or city. Examples may include the Statue of Liberty, Disney World, St. Louis Arch, or the White House. (20 points)
Regional Recognition: Destination is well known to the general public within a specific geographical region, such as the Southeast or the East Coast, or within a specific region of an individual state. Destination is generally associated to a region, may be used for regional business or is a learned tourism attraction upon arrival to a region. Examples may include The Newark Museum, the Philadelphia Zoo, Atlanta's Olympic Park, a County Courthouse, a Visitor Center. (10 points)
Local Recognition: Destination is primarily used by the local community for business or recreation. This may also include small historic sites. Examples include a community park, post office, Local Historical Society/ History Museum, or "childhood home" of a President. (5 points)

Score [ ]

The minimum score to qualify is 55.

GRAND TOTAL [ ]



TASKS

NEW DESTINATION(S) IDENTIFIED	UTILIZING THE STANDARDS DEVELOP SIGN LOCATION PLANS AND MESSAGE SCHEDULE	PLANNING DEPT., ENGINEERING AND PUBLIC WORKS REVIEW PROGRAM FOR CONFORMANCE	FINAL DOCUMENTS PREPARED FOR PROCUREMENT	GENERAL SERVICES APPROVES FUNDING AND ISSUES AND RECEIVES BIDS	SHOP DRAWING REVIEW INSTALLATION COORDINATION
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### The Sign

**Foundations:** Choose the foundation system that fits the environment. Embedded for soil and park conditions. Slip Base or Sleeve for high traffic areas. Remember to have a clear foundation removal and replacement plan in place before selecting a foundation system.

**Pole:** Pole color and paint should be selected based on location. Use of existing poles is possible in very select conditions and only with clear structural engineering drawings. Poles get the most graffiti damage so have a continuous cleaning and repainting program in place.

**Panel:** Should have a higher-level professional cleaning program in place. Panels in high sun or tougher areas should be coated with a film (Tedlar, mylar) to protect against ultraviolet rays. Cleaning should be carefully done with a lemon soap for stickers, and a mild paint thinner for graffiti. Professionals or highly trained staff should complete panel cleaning.

### Special Considerations

**Windloads:** The signs should be engineered to withstand Monsoon force winds of a minimum of 90 mph.

**Availability of Materials:** All sign components are made of industry standard materials and fabrication techniques. These include: 1/4 thick aluminum sheet, 4” tube poles, reflective vinyl, automotive grade paint.

**In-House Fabrication:** Will likely be limited to graphics and lettering for changing messages, poles, foundations, and installation. Initial “attic stock” of parts should be included in the base bid of each phase of the project. Attic stock can include poles (painted), sign panels (painted/no lettering), brackets finished and painted and other parts.

**Historic Compatibility:** Signs are designed to coordinate with the historic nature of the area. Design considerations include size, scale, color, placement, and quantity of signs. Future signage additions should adhere to the design philosophy established by the sign program.

### Best Cleaning practices

**Maintenance Schedule:** Signs should be cleaned at least annually, twice a year is preferred.

**Dirt and Grime:** A mix of Simple Green and water

**Removing Graffiti:** Mild Enamel Thinner

**Removing Stickers:** Goof Off / Goo Gone

**Lettering:** For gateways or panels that will not be changed often a complete film coating or silk-screening works best. For signs that will change a durable vinyl lettering with a clear program for changing information. Panels and letter placement should be designed to permit ease of changing information (Standard message heights, etc.)

## MANAGEMENT AND MAINTENANCE

Management can be handled through the establishment of a governing body that oversees the funding, maintenance, and expansion of the sign program. A project manager should be assigned the responsibility of day to day management of the system. Maintenance should be the shared responsibility of the City and the programs Stakeholders.

### Maintenance Matrix for Permanent Signs

Sign Longevity	0-4 Years	5-9 years	9-25 years
<b>Design and Planning</b>	Extensive design and planning program continues even after sign system in place. Client plays a crucial role	Moderate amount of design and planning. Less input needed from the client.	One-time design and planning costs.
<b>Sign System</b>	Light attachment details. Flexible System. Extensive computerized system schedule.	Attachment details allow for some replacement. Computer database for sign changes	Durable attachment. Very difficult to remove. No database needed for system.
<b>Materials</b>	Low-grade materials	Medium-grade materials.	High quality materials
<b>Changeability</b>	Limited Changeability. Signs need little demountability of parts but signs must be easy to remove.	Moderate Changeability. Extensive demountability of sign parts especially the sign face.	Complete Changeability. Every part of the sign must be fitted with removable parts for changes in the system
<b>Cleaning</b>	No major investment in cleaning	Major cleaning schedule	Major cleaning schedule
<b>Replacement</b>	Replacement schedule on a month-by-month basis.	Yearly replacement schedule	Bi-yearly replacement schedule
<b>Management</b>	Extensive daily interplay between client and fabricator	Monthly interplay between client and fabricator	Monthly interplay between client and fabricator

This information was developed with assistance from Craig Berger of the Society for Environmental Graphic Design.

# VISUAL CLUTTER



The issue of visual clutter is something with which all cities must struggle. Signs, benches, parking meters, bollards and other street furniture all present image, safety and access issues.

Solving a citywide problem of “visual clutter” is a much larger issue than just signage and is beyond the scope of work this project currently covers or is charged with correcting, but we recognize it is an issue that must seriously be considered as we move through the planning and design process.

**How the new wayfinding program cleans up clutter:**

One of the primary results of a coordinated sign program is that it naturally reduces clutter, by presenting a consistent design and organized information.

The new sign program will reduce the need for multiple signs at congested decision points. 1 sign holds three messages, rather than 3 signs arbitrarily mounted to a pole.

Consistent design: Standard colors, graphics, typefaces and size help to present a well-planned community and a uniform identity for the city.

Sign placement is planned as part of a comprehensive system, taking into consideration both the environment and street furniture. Placement is also logical and based on coordinated citywide sign system

The design team will endeavor to mount pedestrian and parking trailblazer sign types to existing poles whenever possible. This will reduce the quantity of poles added to current street conditions as well as reduce street obstacles for sidewalk users.

The design team will develop a graphic standard for all parking signs. This will reduce the visual clutter by providing a singular graphic for all parking lots and trailblazers.

**Additional Recommendations:**

All existing wayfinding signs should be removed. This can be coordinated with the installation of the new signs.

Purge and Repair: All unnecessary, damaged or inappropriate street furniture should be removed or replaced.

If not already established, a “Design Standard Manual” should be set (and utilized) for all street furniture. This would provide a variety of coordinated options throughout the city based on individual district aesthetics and environments. Elements may include: lamp posts, benches, trash cans, tree grates, etc.

# URBAN CONDITIONS AND ACCESSIBILITY



Downtown Knoxville presents unique conditions for any element that is placed outside and expected to last many years. Signs in particular must resist fading, peeling, and warping.

The following criteria will be used to address the functional and maintenance aspects of the system.

**URBAN CONDITIONS**

**Graffiti**  
All exposed painted surfaces shall receive Dupont Imron 5000 Clear Anti-Graffiti Protection or equal.

**Stickers**  
Stickers are generally the biggest maintenance issue. Goo-Gone works best for removal.

**Windloads**  
The signs shall be engineered to withstand Monsoon force winds of a minimum of 90 mph.

**Fasteners**  
All exposed fasteners utilize tamper-resistant hardware that require special tools in order to disassemble.

**Breakaway Post**  
All signs shall be fabricated with standard Tennessee Department of Transportation Break-Away Post details.

**Foundations**  
Slip Base or Sleeve footers are best for high-traffic areas.

Poured in Place Concrete is required; mixed to the specifications required by Tennessee Department of Transportation.

Class B Concrete at a minimum of 3000 PSI is generally required.

Downtown Knoxville has unique underground vaults beneath the sidewalks in sections of Gay Street. This will require an alternate footer detail for mounting signs in these locations. The footer details will follow the lighting details in this area.

**Accessibility**  
Horizontal clearances around sign bases shall conform with the ADA required 42" clearance. Sidewalk depths vary throughout the City and locations will be selected to meet the required clearances. Where space permits a 60" clearance will be held.

Downtown Knoxville has a unique typography with significant changes in elevation from one end of Downtown to the other and even from street to street. Pedestrian routing shall take this into consideration and those routes most accessible shall be marked.

## **SECTION 2:** WAYFINDING ANALYSIS

- DISTRICTS**
- Arts District
  - Market Square District
  - The Old City
  - Theatre District
  - Volunteer Landing

- ARTS & CULTURE**
- 2 E. Tennessee History Center
  - 2 Emporium Ctr. for the Arts
  - 1 Art Museum
  - Tennessee Theatre

- EDUCATION**
- 3 University of Tennessee
  - UT Conference Center
  - 3 Neyland Stadium
  - UT Visitor Center

- HISTORIC**
- 3 Alex Haley Statue
  - Blount Mansion
  - James White Fort
  - 3 The Mabry-Hazen House

- PARKS & RECREATION**
- 1\* Dog Park
  - 3 Ijams Nature Center
  - 3 Stone Wall Gardens
  - Krutch Park
  - Three Rivers Rambler
  - TN Riverboat Company
  - Marina
  - YMCA
  - YWCA

- EXPANDED AREA DESTINATIONS**
- Crescent Bend
  - Bleak House
  - Chilhowie Park
  - Thompson Boling Arena
  - Knoxville College
  - Knoxville Zoo
  - Old Gray Cemetery

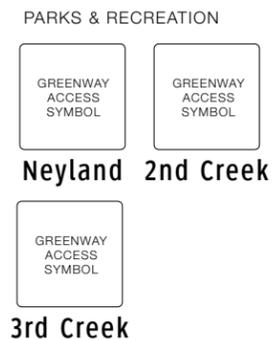
- NEIGHBORHOODS**
- South Knoxville
  - Fort Sanders
  - Mechanicsville
  - 1 Downtown North
  - Magnolia
  - East Knoxville

- ATTRACTIONS**
- Bijou Theatre
  - Civic Coliseum & Auditorium
  - Gay Street
  - 1 Visitor Center
  - 1 Convention Center
  - 2 Old Convention & Expo Ctr.
  - Movie Theater
  - Sunsphere
  - Women's Basketball Hall of Fame
  - World's Fair Park

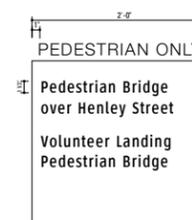
- GOVERNMENT**
- 2 City County Building
  - John Duncan Federal Bldg.
  - Knox County Courthouse
  - LM Public Library
  - Post Office
  - State Supreme Court

- PARKING**
- Dwight Kessel Garage
  - Market Square Garage
  - Locust Street Garage
  - Promenade Garage
  - State Street Garage
  - Old City Lot

- TRANSPORTATION**
- Knoxville Station



- BRIDGES**
- Gay Street Bridge
  - Henley Street Bridge



## TERMINOLOGIES AND ABBREVIATIONS

The following baseline measurements were used for this study:

**VEHICULAR SIGNAGE:**  
 Sign Panel Width: 3'-6"  
 Character Height: 4"  
 Test Typeface: Clearview HWY-2  
 Qty. Lines per Listing: Goal = 1  
 Acceptable = 2  
 Qty. Characters per Listing: Goal = 20 or less  
 Acceptable = 24 max.

**PEDESTRIAN SIGNAGE:**  
 Sign Panel Width: 2'-0"  
 Character Height: 1.5"  
 Test Typeface: Clearview HWY-2  
 Qty. Lines per Listing: Goal = 1  
 Qty. Characters per Listing: Goal = 15 or less  
 Acceptable = 18 max.

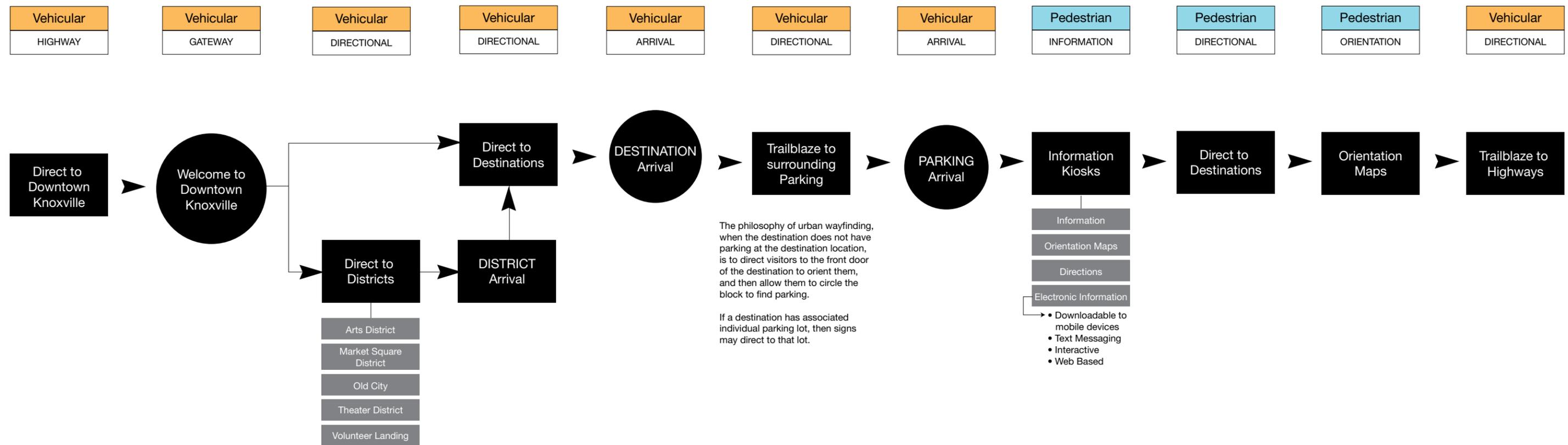
The destination terminology and abbreviations shown here are **PRELIMINARY** and for discussion purposes only.

### RECOMMENDATIONS:

1. Remove "Knoxville" and "Downtown" from destination listings.  
 Example: "Knoxville Museum of Art" becomes "Art Museum"
2. Use only commonly recognized abbreviations. Use consistent terminology and abbreviations throughout system.  
 Examples: Center = Ctr.
3. Destinations located outside of Downtown Knoxville may require one "straight ahead" trailblazer.

\* Future

# INFORMATION HIERARCHY



The primary focus will be to coordinate terminology to create consistent messaging and provide a seamless journey for visitors as they transition from interstate to the Downtown wayfinding program.

The design team will consider a variety of elements which welcome visitors to Downtown Knoxville. This can include architectural elements, public art, lighting, landscaping, and of course signage.

These sign types will be designed to meet DOT criteria for typefaces, quantity of messages, number of messages per panel, character height, and contrast.

These sign types will be designed to meet DOT criteria for typefaces, quantity of messages, number of messages per panel, character height, and contrast.

The system will include this type of sign for destinations that may be difficult to locate or do not currently have adequate signage

Like bread crumbs along a path, trailblazers guide visitors to parking lots or garages. These small, easy to install signs can solve many parking issues.

A standard graphic and range of sign types will be developed to identify parking garages. These may include ground and / or building mounted signs.

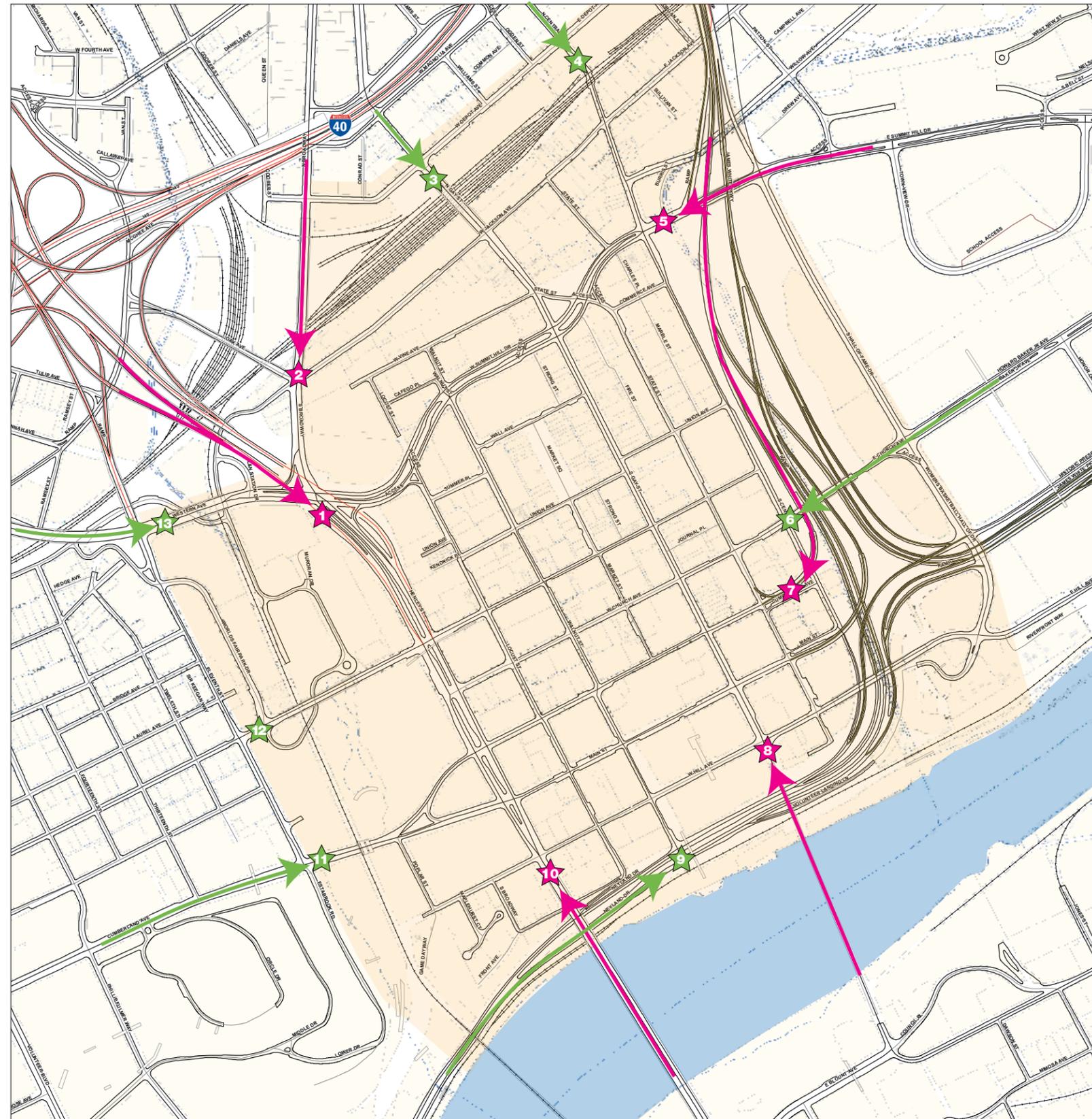
Located at key gathering points, kiosks function much like a directory at a mall and provide options for multiple types of information.

Generally double sided and with up to 10 listings, pedestrian scale signs are smaller (not visible from a vehicle) and can direct to second tier destinations, sub districts, or pedestrian focused destinations such as the Pedestrian Bridges.

A simple graphic map that is oriented "heads-up" illustrates the general area. Focus is on a 5 minute walk and can include more detailed information than an overview map. The map becomes standard artwork that can be used for print, web, and other media.

Departure routes are equally important to arrival. These trailblazer signs utilize standard MUTCD interstate and State highway shields to provide clear pathways to the nearest interstate from the core of Downtown to the various ramps to Highways.

## ARRIVALS & GATEWAYS



### GATEWAY LOCATIONS:

1. Henley Street at Tunnel
2. N. Broadway at Oak Ave. and Jackson Ave.
3. N. Gay Street at Depot Ave.
4. N. Central Street at Depot Ave.
5. E. Summit Hill Dr. at Central Street
6. E. Church Ave. at S. Central Street
7. James White Parkway Ramp at Cumberland Ave.
8. Gay Street at Hill Ave.
9. Neyland Dr. at Walnut Street
10. Henley Street at Hill Ave.
11. Cumberland Ave. at 11th Street
12. Clinch Ave. at 11th Street
13. Western Ave. at 11th Street

### PRIMARY GATEWAYS:

Primary gateways are located at the main points of visitor entry into Downtown Knoxville. While the function of the gateway is to welcome visitors, it can be more than just a sign. The design can include landscaping, lighting, and/or public art in addition to conveying the city's brand message.

### SECONDARY GATEWAYS:

Secondary gateways are located at the other points of visitor entry into Downtown Knoxville. These signs welcome visitors and convey the city's brand message at a smaller scale. They can be designed as a sign only, or a sign with some landscaping and lighting.

### NOTE:

In general there is very little horizontal clearance of large open spaces at the gateway locations. The general design of the gateways will have to be a vertical configuration.

#### LEGEND

-  Primary Arrival Route
-  Secondary Arrival Route
-  Primary Gateway
-  Secondary Gateway
-  Downtown Knoxville Project Area

## GATEWAY LOCATIONS



**1** Henley Street at Tunnel



**3** N. Gay Street at Depot Ave.



**4** N. Central Street at Depot Ave.



**5** E. Summit Hill Dr. at Central Street



**6** E. Church Ave. at S. Central Street



**7** James White Parkway Ramp at Cumberland Ave.



**8** Gay Street at Hill Ave.



**9** Henley Street at Hill Ave.



**11** Clinch Ave. at 11th Street

### GATEWAY LOCATIONS:

1. Henley Street at Tunnel
2. N. Broadway at Oak Ave. and Jackson Ave.
3. N. Gay Street at Depot Ave.
4. N. Central Street at Depot Ave.
5. E. Summit Hill Dr. at Central Street
6. E. Church Ave. at S. Central Street
7. James White Parkway Ramp at Cumberland Ave.
8. Gay Street at Hill Ave.
9. Neyland Dr. at Walnut Street
10. Henley Street at Hill Ave.
11. Cumberland Ave. at 11th Street
12. Clinch Ave. at 11th Street
13. Western Ave. at 11th Street

### PRIMARY GATEWAYS:

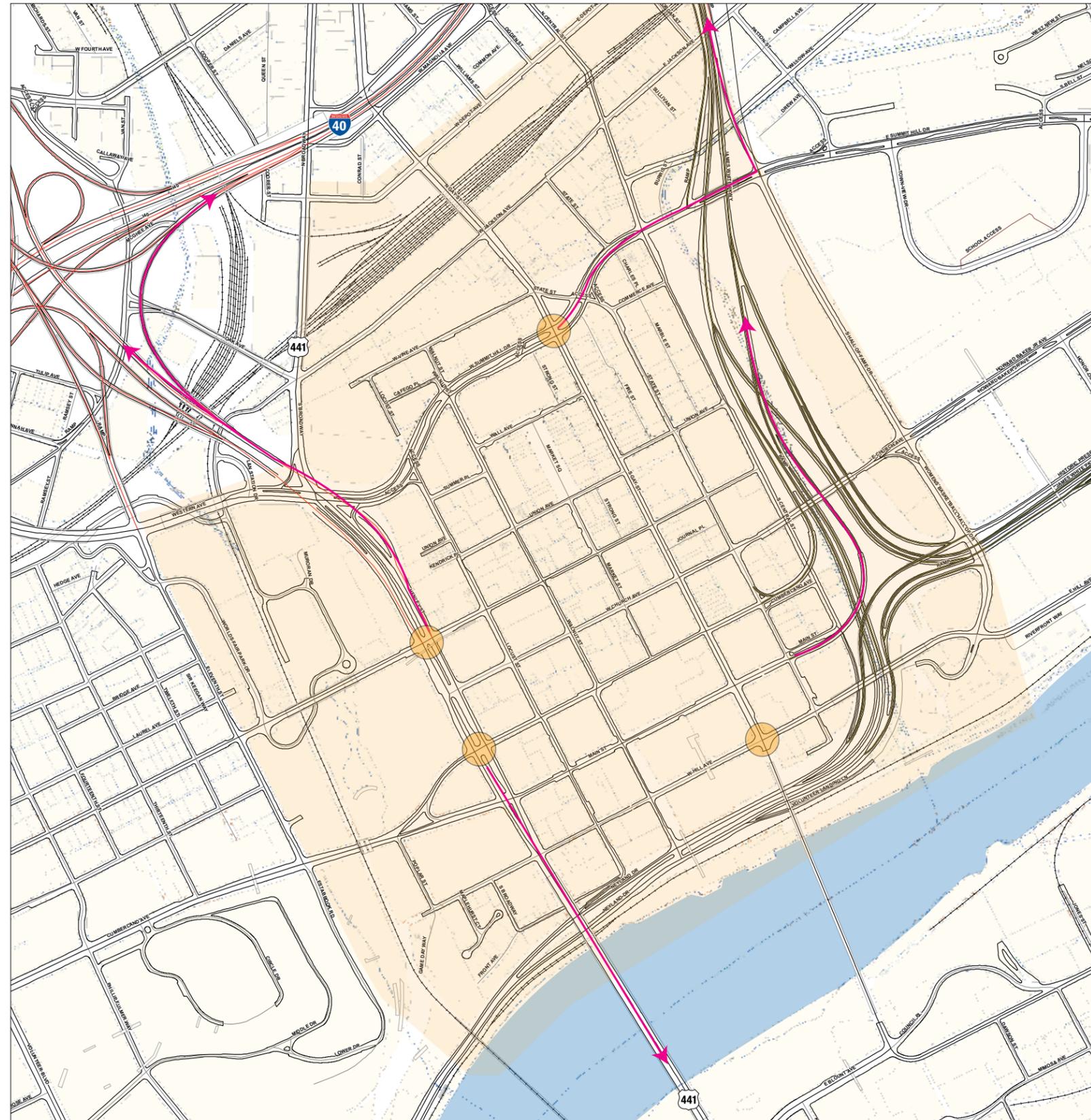
Primary gateways are located at the main points of visitor entry into Downtown Knoxville. While the function of the gateway is to welcome visitors, it can be more than just a sign. The design can include landscaping, lighting, and/or public art in addition to conveying the city's brand message.

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# DEPARTURES

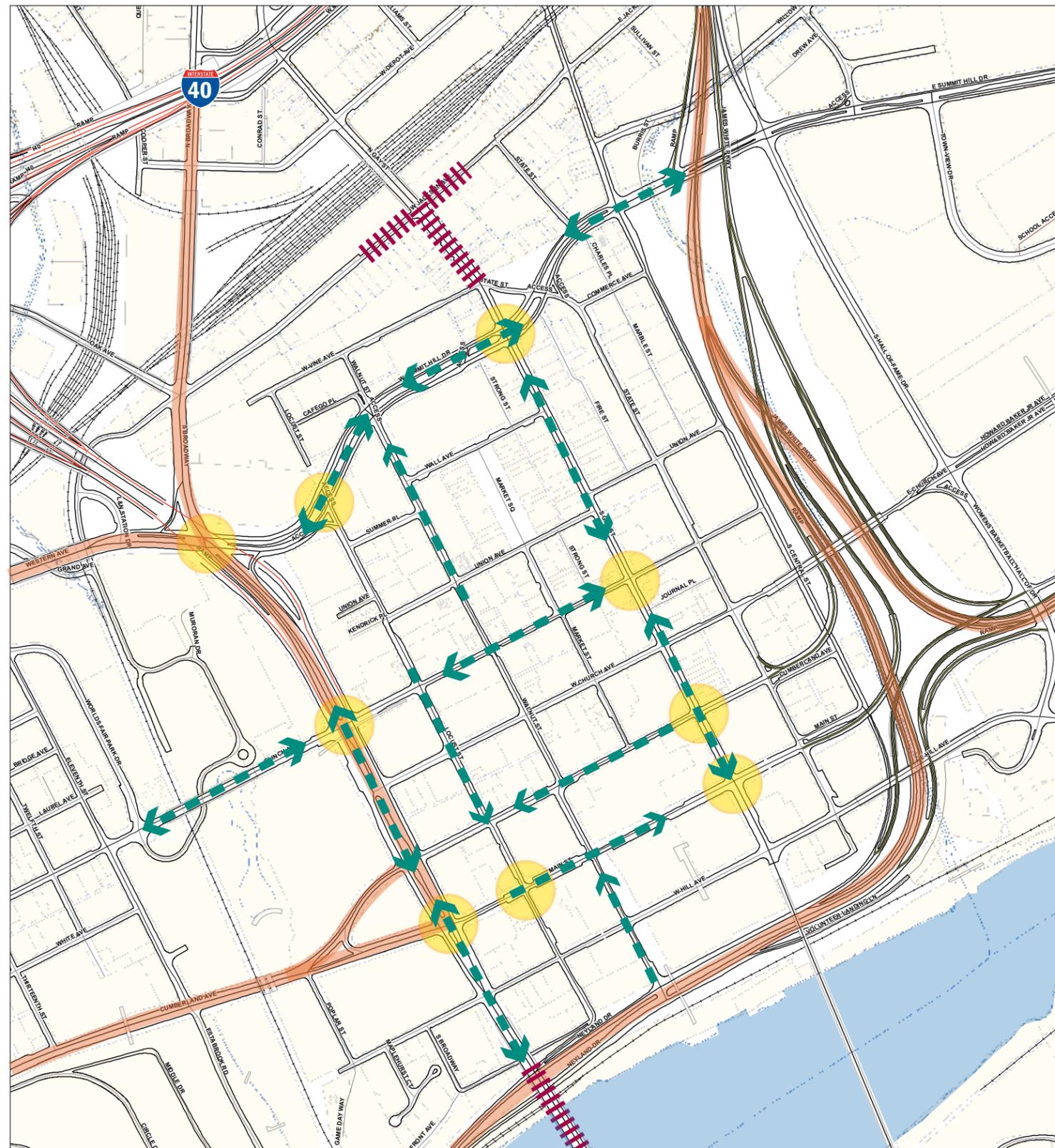
Note:  
Establish the beginning of departure routes at key decision points within the downtown core.



### LEGEND

-  Departure Route
-  Departure Route Decision Point
-  Downtown Knoxville Project Area

# VEHICULAR CIRCULATION



**PRIMARY ROUTES:**

1. Henley Street
2. Gay Street
3. Summit Hill Dr.
4. James White Parkway
5. Broadway

**SECONDARY ROUTES:**

6. Church Ave.
7. Clinch Ave.
8. Cumberland Ave.
9. Central Ave.

**ROADWAY CONSTRUCTION PROJECTS:**

- I-40 Construction – Anticipated Completion June 30, 2009
- Henley Bridge – Closed in 2010 for 3 years
- Cumberland Streetscape – Anticipated start date Spring 2010 duration 2-3 years

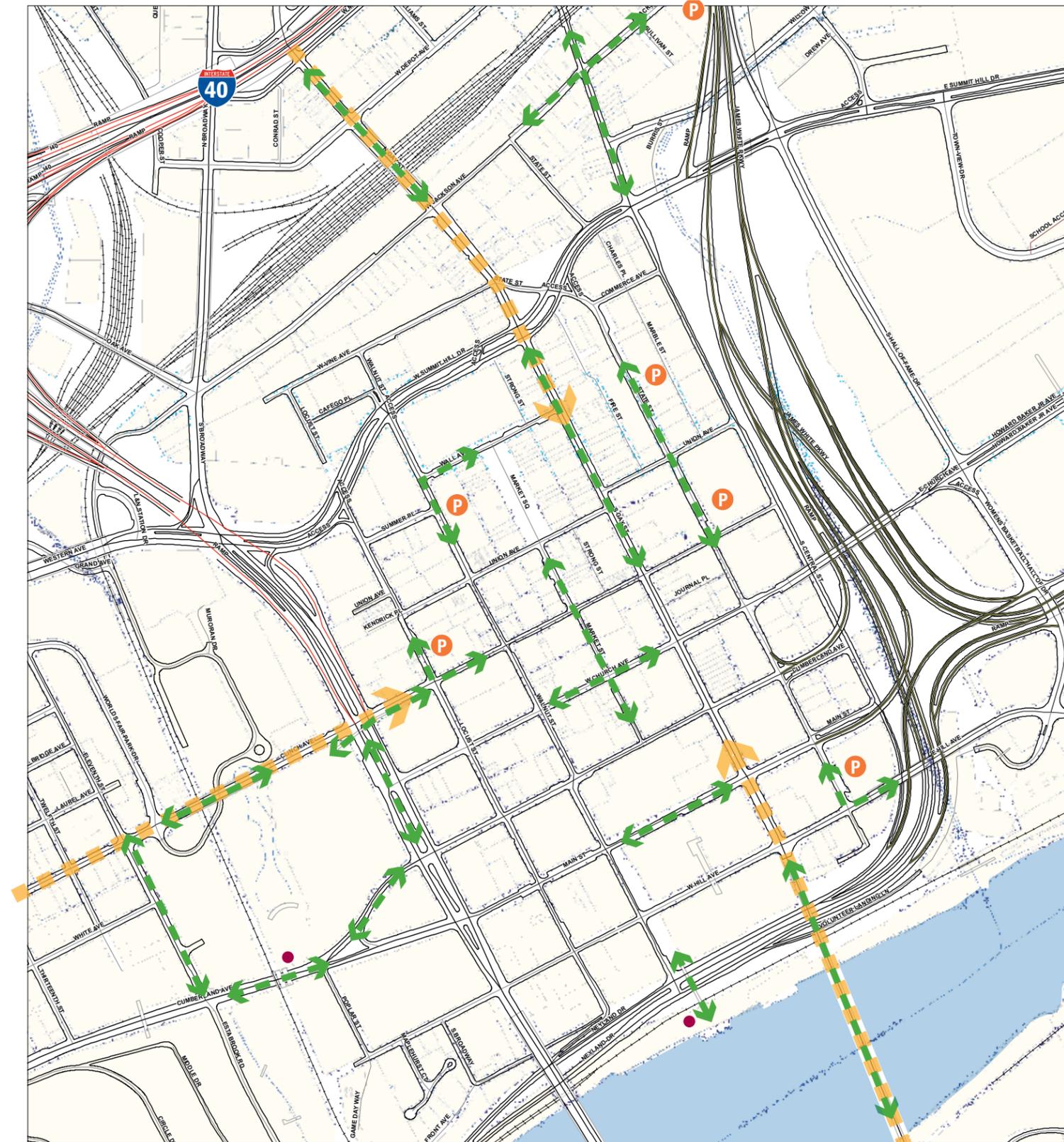
**STREETSCAPE PROJECTS:**

- 100 Block of Gay Street (current project)
- Jackson Ave. Ramps (future project)

**LEGEND**

-  State Roadways
-  Anticipated Construction Projects
-  Circulation
-  Decision Point

# PEDESTRIAN/BICYCLE CIRCULATION



## PRIMARY PEDESTRIAN CORRIDORS:

1. Gay Street Bridge to/from South Knoxville and Downtown
2. Gay Street to/from Downtown North and Downtown
3. Pedestrian Bridge over Henley to/from Convention Center/World's Fair Park and Downtown
4. Market Street
5. Gay Street between Union and Cumberland
6. Old City

## PRIMARY BIKE CORRIDORS:

1. Clinch Ave. to/from UT and Downtown
2. Gay Street Bridge to/from South Knoxville and Downtown
3. Gay Street to/from Downtown North and Downtown
4. 2nd Creek, 3rd Creek, and Neyland Drive Greenways to/from UT Campus and Downtown

## COMMENTS / ISSUES

- The Pedestrian Bridge over Henley is under utilized. A directional sign or map located at either end of the bridge may help to inform visitors what is available to them via the bridge and promote its use.
- Volunteer Landing does not have good accessible pedestrian routes. It is separated from Downtown by extreme elevational changes and high-speed roadways.
- The possibility of reclaiming and integrating some of the existing pedestrian signage into the new program should be considered and explored.
- Pedestrian signage should be concentrated around parking garages, hotels and key gathering spots such as market square and the convention center.
- Bike Corridors are a key way to tap into the UT population. UT's Student Center is located on 15th/James Agee and Cumberland. The Wayfinding Program will consider Bike Routes when establishing gateways and routing into Downtown.

### LEGEND

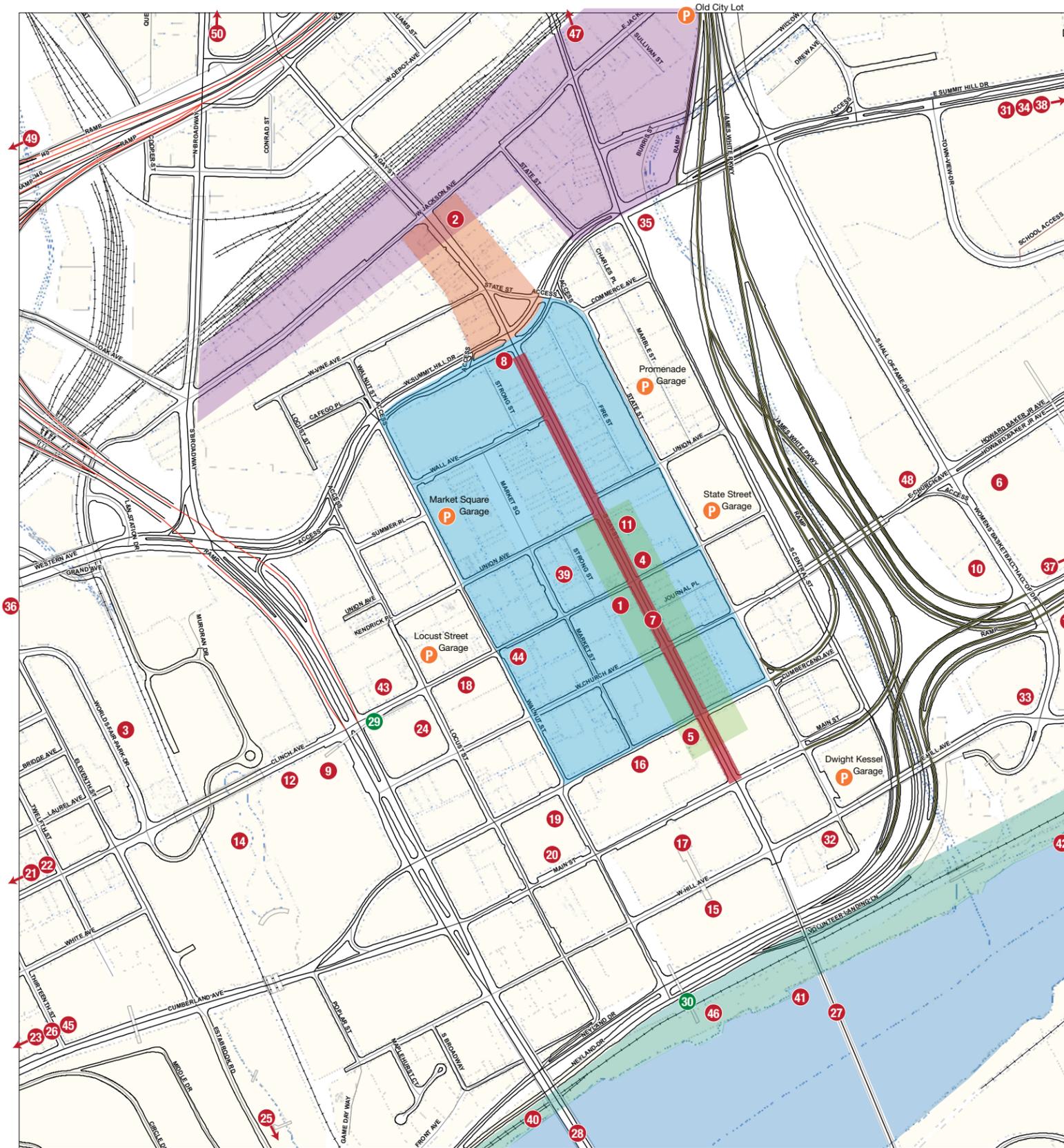
-  Bike Corridors
-  Pedestrian Corridors
-  Greenway Access Points

# NEIGHBORHOODS



Vehicular Connections  
Neighborhoods to Downtown

# DISTRICTS / DESTINATIONS

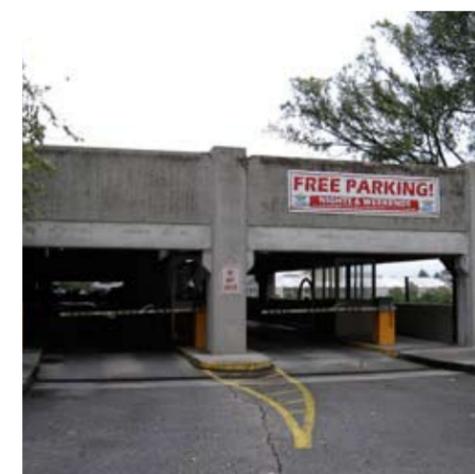
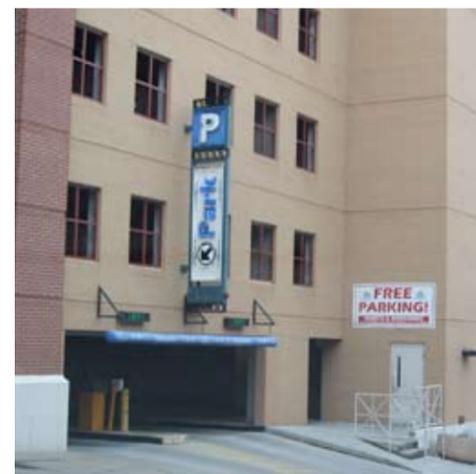
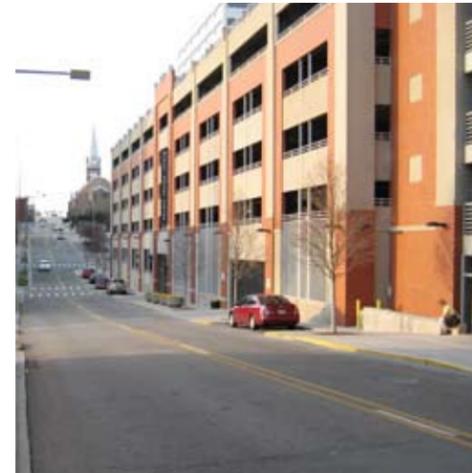


- 1. Old City Lot
- 2. Market Square
- 3. Market Square Garage
- 4. State Street Garage
- 5. Locust Street Garage
- 6. Dwight Kessel Garage
- 7. Market Square
- 8. State Street
- 9. Union Ave
- 10. Main St
- 11. Market St
- 12. Cumberland Ave
- 13. Main St
- 14. White Ave
- 15. Wall Ave
- 16. Main St
- 17. Wall Ave
- 18. Union Ave
- 19. Main St
- 20. Wall Ave
- 21. White Ave
- 22. White Ave
- 23. Cumberland Ave
- 24. Union Ave
- 25. Cumberland Ave
- 26. Cumberland Ave
- 27. Main St
- 28. Main St
- 29. Union Ave
- 30. Cumberland Ave
- 31. Main St
- 32. Main St
- 33. Main St
- 34. Main St
- 35. State St
- 36. Main St
- 37. Main St
- 38. Main St
- 39. Union Ave
- 40. Main St
- 41. Main St
- 42. Main St
- 43. Union Ave
- 44. Union Ave
- 45. Cumberland Ave
- 46. Cumberland Ave
- 47. State St
- 48. Main St
- 49. Main St
- 50. Main St

## PARKING

### COMMENTS / ISSUES

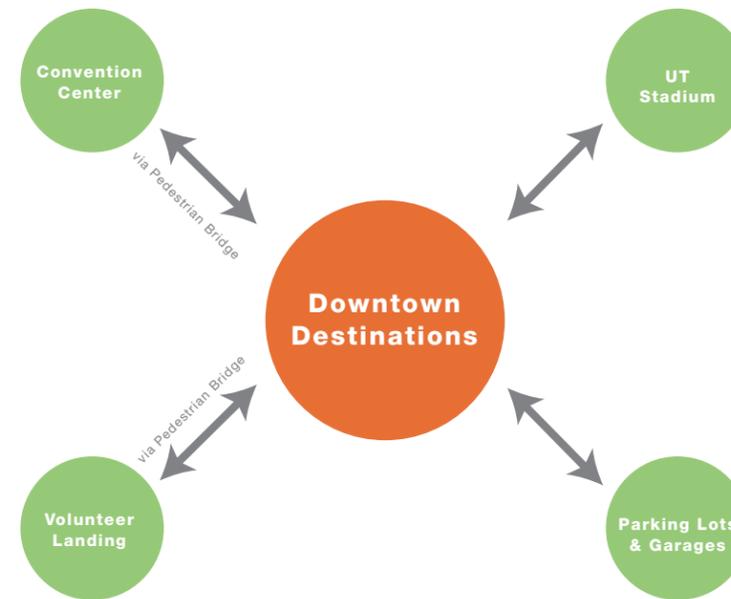
- Visitors to downtown cannot find parking lots, so the perception is: there is not enough parking available.
- The program will direct to City and County lots and will provide a standard for parking directionals that could be used by the private lots.
- An iconic and easily recognizable “P” symbol should be designed for the trailblazers to the Parking Garages and Lots.
- Parking Facilities should be clearly identified as “Public Parking”
- Parking time and the associated costs are unclear. City and County lots are generally less expensive than private lots and are currently free in the evenings. Signage located at the garages should call attention to those items.



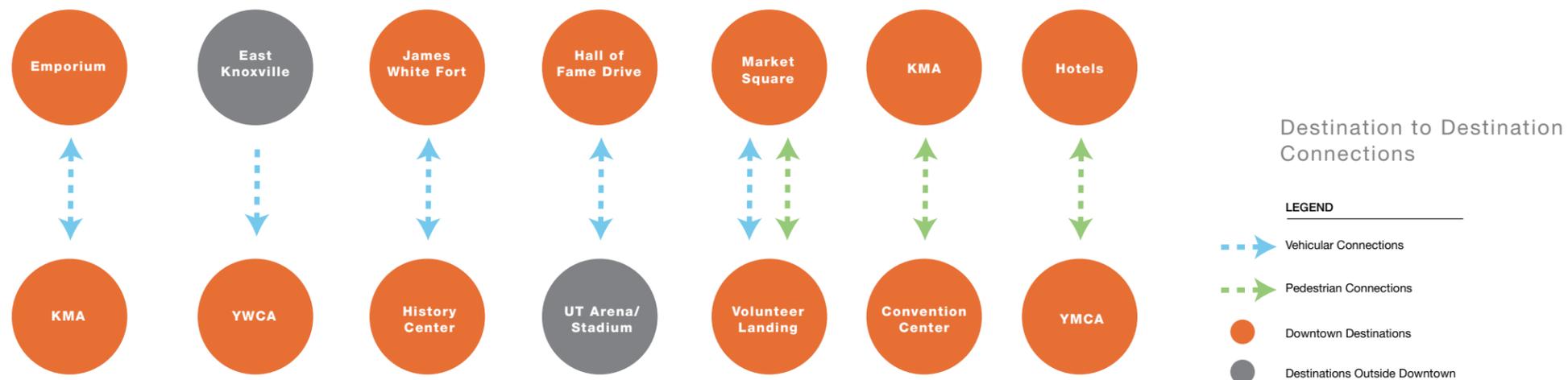
# CONNECTIONS



Vehicular Connections  
Outside Downtown to Downtown

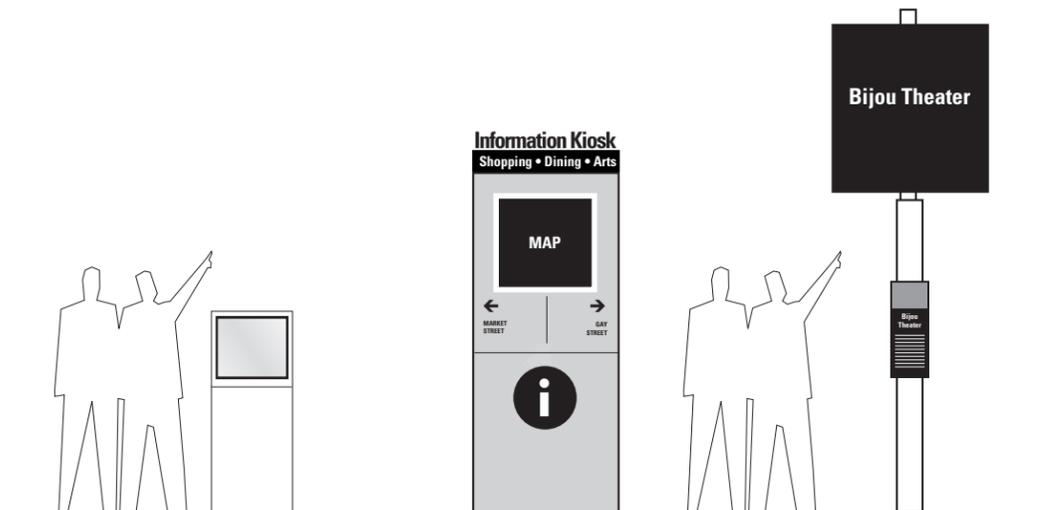
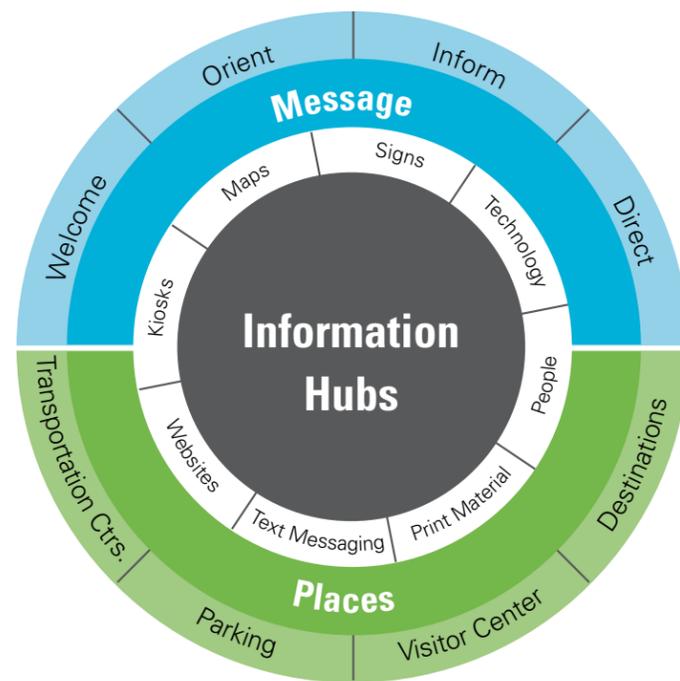


Pedestrian Connections



## Destination to Destination Connections

- LEGEND**
- - - Vehicular Connections
  - - - Pedestrian Connections
  - Downtown Destinations
  - Destinations Outside Downtown



**INTERACTIVE STATION**

Contains downloadable content, internet access, reservation making capability, printable information, etc.

Recommended Locations:

- Transit Center
- Airport
- Visitor Center
- Hotels
- Convention Center

**INFORMATION KIOSK**

Contains orientation map, directional information, text messaging/internet links, interpretive information, advertising, etc.

Recommended Locations:

- Parking Garages
- Market Square
- City Hall
- World's Fair Park
- Volunteer Landing

**INFORMATION PANEL**

Contains text messaging/internet links, interpretive information, destination information and advertising

Recommended Locations:

- Stand alone element
- Add-on to arrival sign and/or located in front of individual destinations

# GENERIC MENU OF SIGN TYPES

A Generic Menu of Sign Types provides a starting point for design development. Based on the findings of this document, use of these types of signs is anticipated. It is possible that some of these sign types may not be ultimately included in the final design.

## VEHICULAR

**Primary Gateway / Secondary Gateway**  
Identifies arrival to the program area and incorporates brand  
One sign located at each primary gateway into project area

**Downtown Trailblazer**  
Directs to program area.

**Primary District/Vehicular Directional**  
Only directs to destinations identified as Vehicular  
• Max. 3 listings per sign  
• Max. 2 lines per attraction/district  
• Goal: 1 sign per city block  
• Min. 150' between signs

**District/Destination Arrival**  
Identifies destination and incorporates brand

**Parking Destination Directional**  
Trailblazer signs to public parking lots and its associated destinations

**Parking Trailblazer**  
Trailblazer signs to public parking lots

**Parking Arrival**  
Identifies public parking lots and incorporates brand

**Temporary Event Directional**  
Trailblaze and push traffic through downtown to parking

**Bike Route Trailblazer**  
Identifies Bike Routes

**Greenway Access Trailblazer**  
Trailblazer signs to Greenway Access Points

**Service Trailblazer**  
Trailblazer signs to Hospitals

**Transportation Trailblazer**  
Trailblazer signs to transportation

**Departure Trailblazer**  
Trailblazer signs to highways and interstates

## PEDESTRIAN

**Information Kiosks**  
Located at key gathering points and public parking garages  
Includes brand, maps, brochures, directions and other visitor information.

**Pedestrian Directional**  
Directs to destinations within pedestrian zones  
Located at intersection/street corners

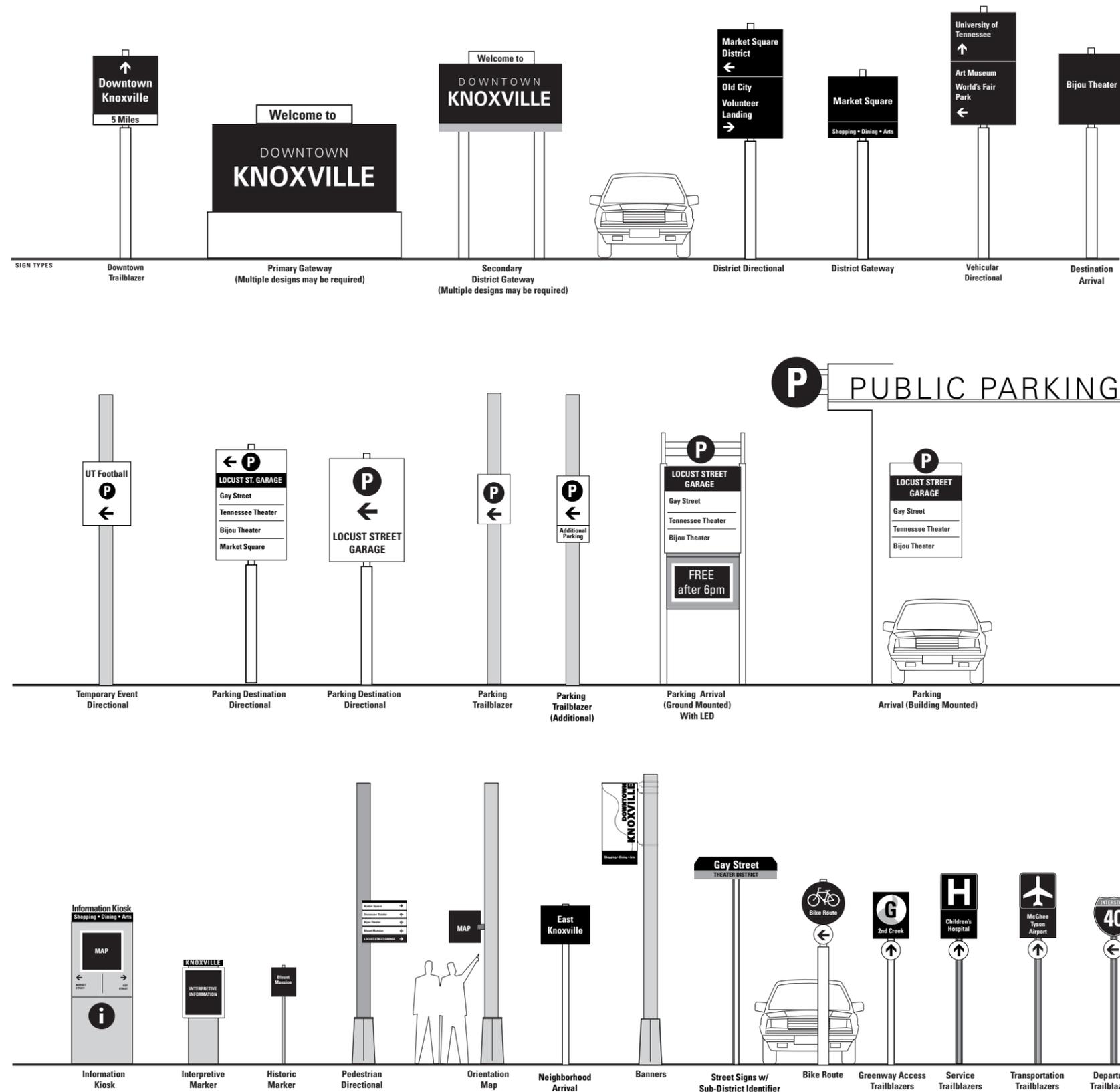
**Orientation Map**  
Provides graphic map of program area  
Located mid block  
Includes distances to destinations

**Historic Marker**  
Provides provenance and historical data on site

**Interpretive Panel**  
Provides a graphic and written narrative on historical context, data and interesting facts regarding a site or destination

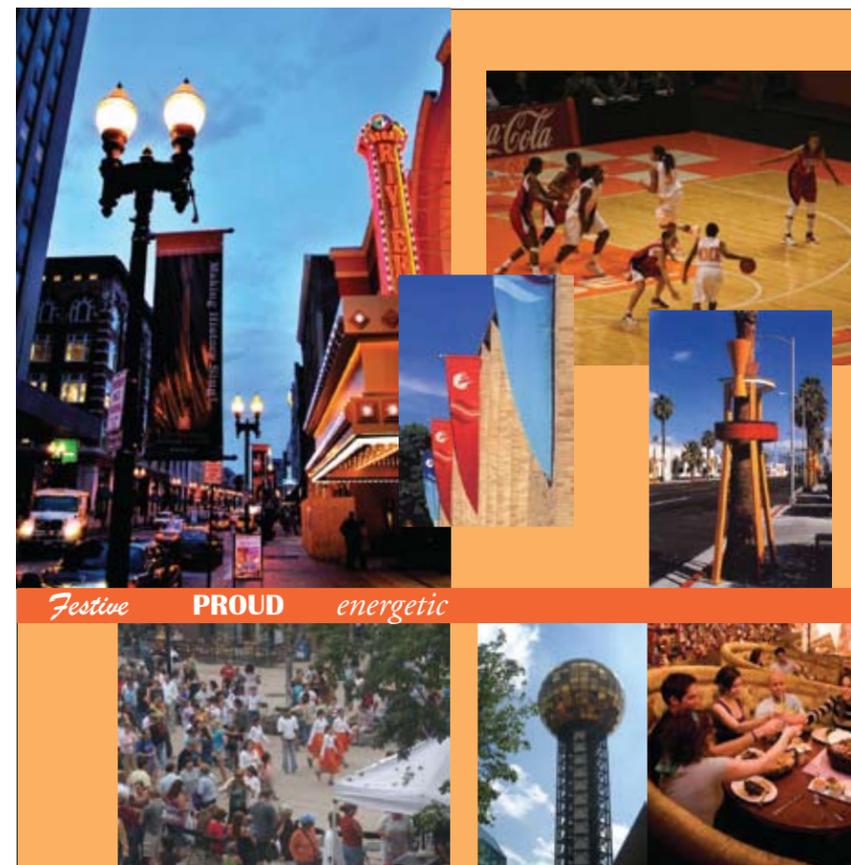
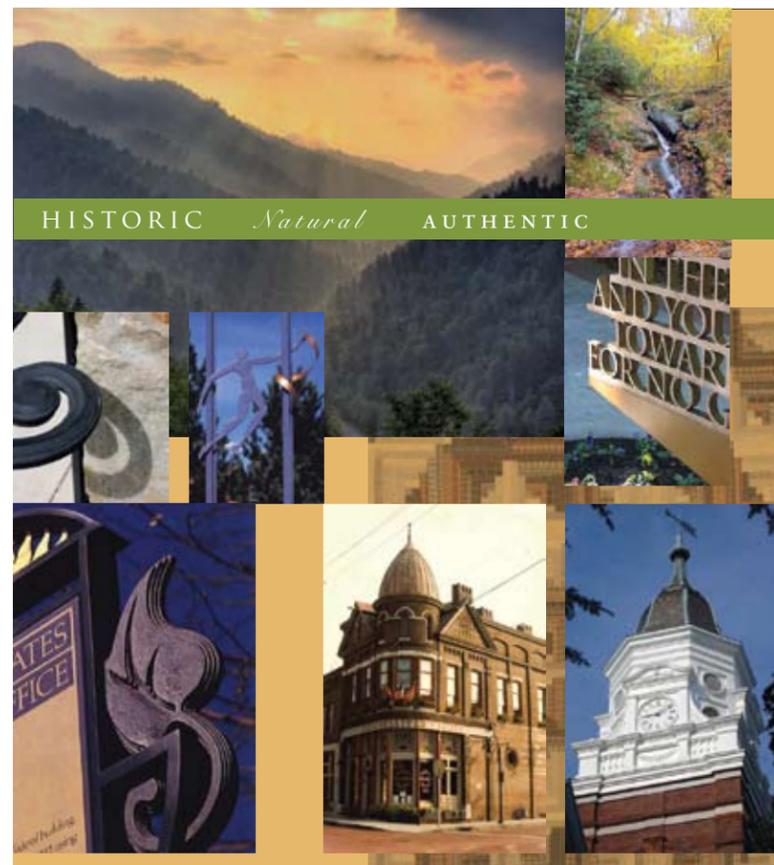
## RECOMMENDATIONS

- Develop gateways appropriate to each location with appropriate lighting and landscaping.
- Establish a consistency and a distinct design system to create Downtown Knoxville presence upon arrival.
- Trailblaze to parking and clearly identify each garage.
- Update city collateral such as city map, brochures, and website to reflect wayfinding approach and philosophy.
- Incorporate brand onto primary gateways, pedestrian directional signs, parking arrival signs, and information kiosks.
- Develop an adaptable sign system (pole, color, etc.) to expand the wayfinding program beyond the downtown area.
- Develop a standard for temporary event signage.



## **SECTION 3:** SCHEMATIC DESIGN

# GENERIC MENU OF SIGN TYPES



## DESIGN DIRECTION

### Downtown Knoxville is...

- Natural
- Historic
- Proud
- City of Neighborhoods
- This is where festivals take place
- Bluegrass / American theme
- Smoky Mountains
- Progressive
- Timeless not Classical
- History with Energy

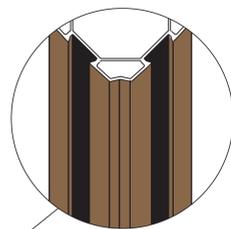
The consensus was that Knoxville is both Historic and Natural but with a blend or overlay of the festive idea. The historic/natural captures Knoxville now and the festive captures where is going.

Materials native to Tennessee were suggested – Tennessee Marble and Cherokee Porcelain

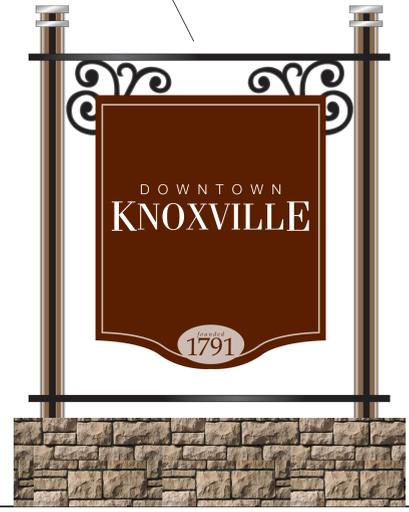
It was suggested that YeeHaw Industries, Blue Plate Special and WDVX capture the feeling of Knoxville.

### Downtown Knoxville is...

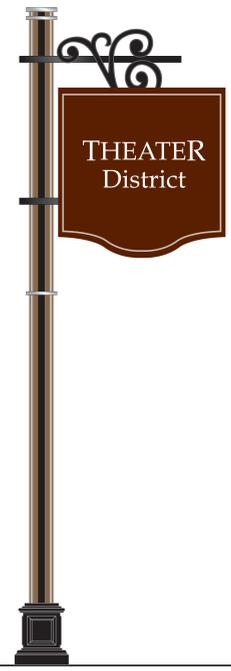




"SiteLink" pole product in bronze finish with channels painted black



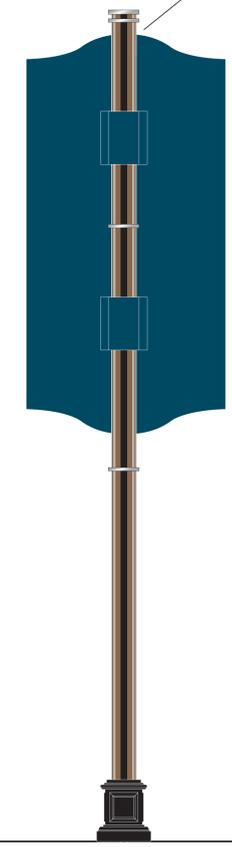
Downtown Gateway/Arrival



District Arrival



Vehicular Directional (front view)



Vehicular Directional (back view)



Destination Arrival



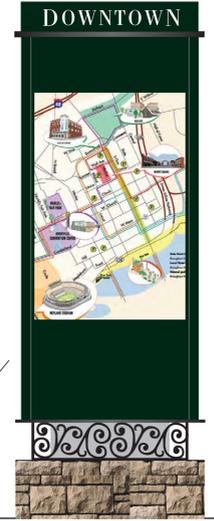
Parking Directional



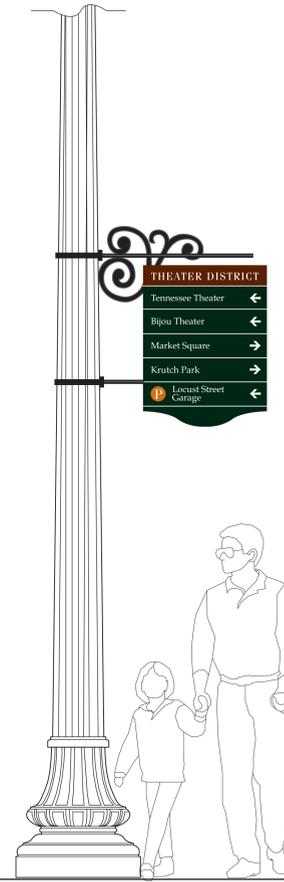
Parking Directional



Parking Arrival



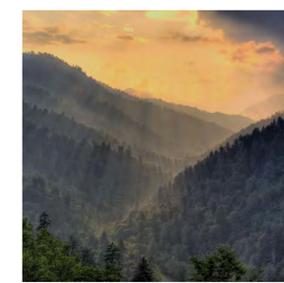
Pedestrian Kiosk

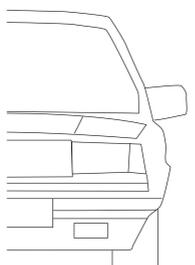
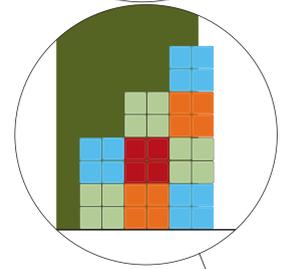
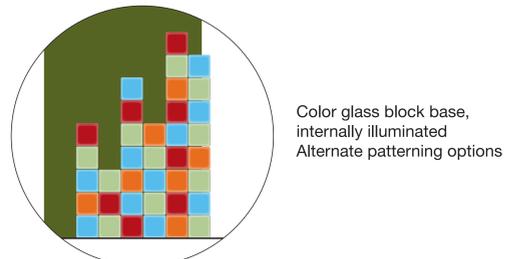


Pedestrian Directional

SCALE: 1"=1'-0"

SCALE: 1"=1'-0"

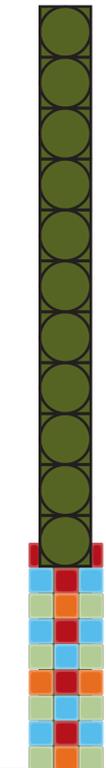




SCALE: 1"=1'-0"



Downtown Gateway/Arrival (front view)



Downtown Gateway/Arrival (side view)



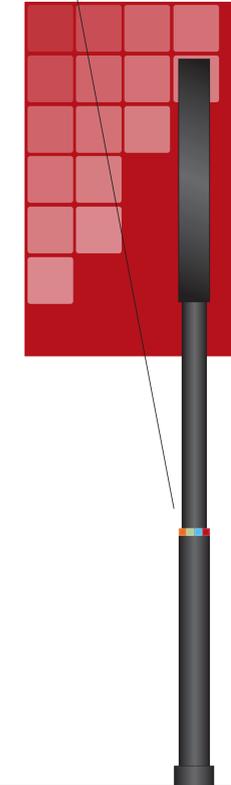
District Arrival (front view)



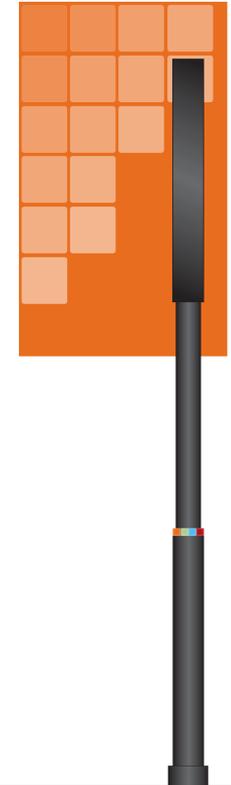
District Arrival (side view)



Vehicular Directional (front view)



Vehicular Directional (alternating back views)



Parking Directional



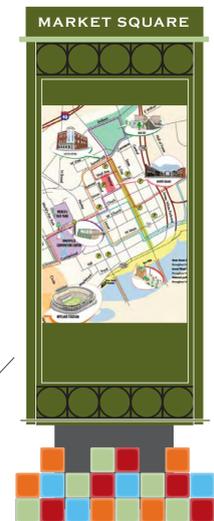
Parking Directional



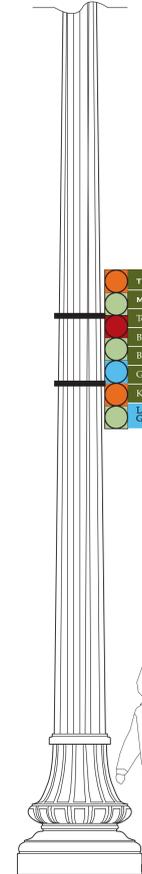
Parking Arrival



Parking Arrival



Pedestrian Kiosk



Pedestrian Directional

- THEATER DISTRICT ←
- MARKET SQUARE →
- Tennessee Theater ←
- Bigu Theater ←
- Blount Mansion ←
- Gay Street Bridge ←
- Krutch Park →
- Locust Street Garage ←



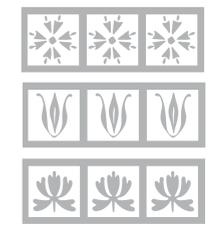
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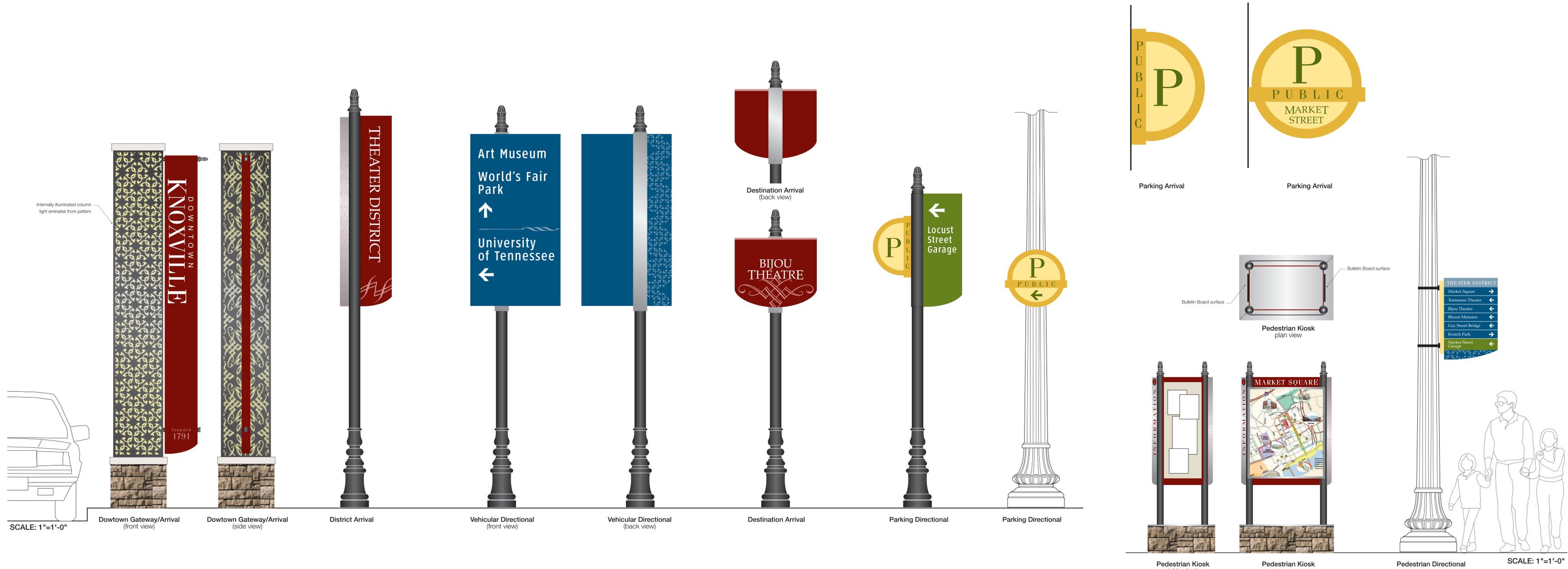




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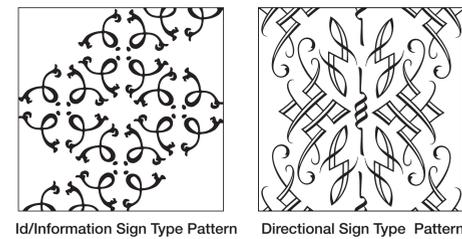
SCALE: 1"=1'-0"





SCALE: 1"=1'-0"

SCALE: 1"=1'-0"



Arts & Crafts Inspired patterns

